What is claimed is:

1. A flocked assembly, comprising flock and a thermosetting hot melt film, wherein the flock is in contact with and adhered to the thermosetting hot melt film.

2. A transfer comprising the flocked assembly of claim 1.

3. The flocked assembly of claim 2, wherein said flock is adhered to a release sheet by a release agent.

4. The transfer of claim 3, wherein said transfer is adhered to a substrate.

5. The transfer of claim 4, wherein said transfer is adhered to said substrate by the thermosetting hot melt film.

6. The flocked assembly of claim 1, wherein the thermosetting hot melt film is a thermosetting polyurethane film or a thermosetting polyester film.

7. The flocked assembly of claim 1, wherein the thermosetting hot melt film is precut to correspond to a shape of the transfer.

8. The flocked assembly of claim 3, wherein the release agent and release sheet are located on a first surface of the flock and the thermosetting hot melt film is positioned on a second surface of the flock and the first and second surfaces are in an opposing relationship.

9. The flocked assembly of claim 1, wherein the thermosetting hot melt film is crosslinked.

10. The flocked assembly of claim 1, wherein there is no binder adhesive located between the hot melt film and the flock.

11. The flocked assembly of claim 1, wherein the thermosetting hot melt film is applied to a substrate and the hot melt film preformed before application to the flock and substrate.

12. The flocked assembly of claim 1, wherein the hot melt film is not fully crosslinked.

13. The flocked assembly of claim 1, wherein the flock is in direct physical contact with the hot melt film.

14. The flocked assembly of claim 1, wherein the thermosetting hot melt film is not fully activated.

15. A method of producing an article of manufacture having a flocked surface, the method comprising:

supplying flock;

adhering said flock to a thermosetting hot melt film, wherein said flock is formed in a desired pattern on the hot melt film.

16. The method of claim 15, wherein in said supplying step said flock is adhered to a release sheet by a release agent.

17. The method of claim 16, further comprising:

adhering the thermosetting hot melt film to a substrate to adhere the flock to the substrate.

18. The method of claim 16 wherein the step of adhering the thermosetting hot melt film to the flocked release sheet comprises heating the thermosetting hot melt film to a temperature at which the hot melt film becomes tacky, but below a temperature at which the hot melt film begins to cure and cross-link.

19. The method of claim 18 wherein the step of adhering the thermosetting hot melt film to the substrate comprises heating the hot melt film to a temperature at which the hot melt film cures and cross-links.

20. The method of claim 19 wherein the hot melt film is heated to about 300°F.

21. The method of claim 17 wherein the step of adhering the thermosetting hot melt film to the flocked release sheet and the step of adhering the thermosetting hot melt film to the substrate are performed substantially simultaneously in a single operation.

22. The method of claim 15 wherein the thermosetting film is a thermosetting polyurethane film or a thermosetting polyester film.

23. The method of claim 17, wherein the substrate, thermosetting hot melt film, and flocked release sheet are brought together substantially simultaneously to form a preassembly and further comprising:

applying heat to the pre-assembly to permanently adhere the flock to the substrate; and

removing the release sheet from the flock to produce a flocked substrate.

24. The method of claim 23 including a step of applying pressure to the pre-assembly.

25. The method of claim 23 wherein the step of applying heat comprises heating the preassembly to about 300°F.

26. The method of claim 23 wherein the thermosetting hot melt film is a thermosetting polyester or a thermosetting polyurethane.

27. The method of claim 23 further comprising a step of cutting the flocked substrate to desired lengths to form articles.

28. The method of claim 23 further comprising a step of collecting the flocked substrate on a product roll.

29. A flocked article manufactured by the steps of claim 15.

30. A method for producing an article of manufacture having a flocked surface, the method comprising:

providing flock;

providing a thermosetting hot melt film;

providing a substrate;

bringing the substrate, thermosetting hot melt film, and the flock together with the hot melt film between the flock and the substrate and with the flock in contact with the thermosetting hot melt film, to form a preassembly;

applying heat to the preassembly to adhere the flock to the substrate; and

removing the release sheet from the flock to produce a flocked substrate.

31. The method of claim 30 further comprising the step of applying pressure to the preassembly.

32. The method of claim 30 wherein the thermosetting hot melt film is a thermosetting polyester or a thermosetting polyurethane.

33. The method of claim 30 further comprising a step of cutting the flocked substrate to desired lengths to form articles.

34. The method of claim 30 further comprising a step of collecting the flocked substrate on a product roll.

35. The method of claim 30 wherein the step of adhering the thermosetting hot melt film to the substrate comprises heating the hot melt film to a temperature at which the hot melt film cures and cross-links.

36. The method of claim 30 wherein the hot melt film is heated to about 300°F.

37. The method of claim 30 wherein the step of adhering the thermosetting hot melt film to the flock and the step of adhering the thermosetting hot melt film to the substrate are performed substantially simultaneously in a single operation.

38. The method of claim 30, further comprising: adhering the hot melt film to the flock; and wherein the adhering step occurs before the heating step.

39. The method of claim 38, wherein the step of adhering the thermosetting hot melt film to the flock comprises heating the thermosetting hot melt film to a temperature at which the hot melt film becomes tacky, but below a temperature at which the hot melt film begins to cure and cross-link.

40. The method of claim 30, wherein in the providing step the flock is adhered to a transfer sheet by a release agent.